CHAPTER II
LITERATURE REVIEW

This chapter presents about tourism, booklet definition, advantages and disadvantages of booklets, booklet design and booklet binding methods.

2.1   Tourism

According to Kotler et al. (1996, in Simatupang, 2009), tourism is "a stay of one or more nights away from home for holidays, visit to friends or relatives, business conferences or any other purposes except such things as boarding education or semi permanent employment". In line with Kotler, World Tourism Organization also defines tourism as "an activity wherein the tourists or people who travel to and stay in places outside their usual environment for not more than one consecutive years for pleasure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." Furthermore Simatupang (2009) adds that everything that is related to that activity includes eating, transportation, accommodation and entertainment or attractions. In short, tourism means an activity of travelling from one place to another place at least for one day for pleasure, business or visiting relatives. Moreover, eating, transportation, accommodation and attractions are included in tourism activity.

Regarding the types of tourism, Karyono (1997) divides tourism into 14 types. The types of tourism includes cultural tourism, recuperation tourism, sport tourism, commercial tourism, industrial tourism, political tourism, social tourism, conventional tourism, agricultural tourism, natural tourism, hunting tourism, honeymoon tourism, maritime tourism and religious tourism.

Religious tourism is a kind of tourism that has a purpose to witness the religious activities (Yoeti, 1996). Furthermore, Ruslan (2007) states that religious tourism has a meaning that can be used as a guideline to convey the greatness of Islam around the world, and as a lesson to remind people about the Oneness of God. On the other hand, Hassan, Zainal and Mohamed (2015) claim that religious tourism is about the purchase of an experience, such as an emotional, intellectual,

spiritual or physical experience. Hassan et al. (2015) also state that religious visit to holy places can strengthen and ensure a person's religious certainty and their personal experience. At last, from the statements above, religious tourism is an activity that is related to religious activity, inlcuding emotional, intellectual and spiritual experience that can be used as a guideline for people. Through religious tourism, people can also gain their belief in their religious.

Related to tourism attraction, Yoeti (1985) states that it has become one of the main reason why people visit a destination. According to Soekadijo (2000), the tourism attractions includes sport facilities, entertainment places, traditional events, art exhibitions, museums, and many others. While, Suwantoro (1997) claims that one of the attractiveness of an attraction is based on the existence of scarce features or specifications.

However, to make the tourism attractions known by many people, promotion is needed. Marpaung and Bahar (2002) state that promotion is all effort supposed to adjust the tourism product with the demand of tourists so the product becomes more attractive. They also add the attractiveness is the keyword of tourism promotion effort to make tourists interested in buying the product. Moreover, Yoeti (1996) states that the promotion can transfer the information of a destination and influence tourists to visit. She also adds that the tourism promotion can be delivered trough television, radio, magazines, and direct-mail. The promotion media can also bein the forms of films, advertisement, folders, brochures, leaflets and booklets,

2.2   Booklets
2.2.1 Definition of Booklets

A booklet is one of design graphic products that is included in printing category (Nasirullah, 2012). According to Maulana (2009), booklets are media to convey messages in book form, either in the form of text or images. Furthermore, Simamora (2009) states that a booklet is a small-sized book (half-letter) and thin. It is not more than 30 two-sided sheets and contained of writings and pictures. He also adds that the term of booklets comes from books and leaflets that means that

booklets are the combination of leaflets and books whose size is almost the same as leaflets. Regarding the definition of booklets, Yoeti (1996) claims that bookletsare almost like guidebooks. The contents are more complete than the other forms of sales support. While, Utami (2012) states that booklets can be used as a promotion and advertising media whose content are more complete in providing information than the other media, such as flyers, brochures and posters.

In short, the definition of booklets are small-sized books that present a variety of information and pictures and can be used as a promotion media. The sheets of booklets are also not more than 30 two-sided sheets. As a promotion media, booklets provide more information compared to other media, like brochures, flyers and posters.

2.2.2 Advantages and Disadvantages of Booklets

There are two advantages of booklet compared with other media. First, booklets can be learned at any time, because they have similar design to books. Second, the booklets can provide information, relatively more than poster (Kemm and Close, 1995). Furthermore, Ewless and Simnett (1994) provide nine advantages of booklets as explained below.

a. Users can learn booklets independently.
b. Users can see the contents during leisure.
c. The information can be shared with family and friends.
d. Booklets are made, reproduced, corrected, and adjusted easily.
e. Booklets reduce the need of notes.
f. Booklets can be made simply with relatively low cost.
g. Booklets are durable.
h. The capacity is wider.
i. Booklets can be directed at a particular segment.

However, according to Anderson (1994), booklets also have disadvantages as described below.

a. It takes a long time to print depending on the messages that will be delivered and the tools that used for printing.

b. It is difficult to move the page.

c. Too long and much information or message provide will reduce the intention to read the media (booklet).

d. It needs a good care so that it will not be damaged and lost.

2.2.3 Booklet Design

The first thing to consider in making booklets is how we prepare the materials as interesting as possible (Gustaning, 2014). To attract audience's attention, booklets should be made with a fixed concept and right placement of the design element. The placement of picture elements or illustrations with various techniques, the placement of text elements and the incorporation of other design elements is a good and an interesting layout (Utami, 2012). Of course, as one of graphic design products, there must be knowledge about the elements of graphic designs. According to Sitepu (2004), the elements of graphic design include line, shape, space, texture, and color.

a. Line

Line in graphic design is divided into four, including vertical, horizontal, diagonal, and curve. In the graphic design, line is used to separate the positions between one element to another in a page.

b. Shape

According to Kartika (2004 in Sitepu, 2004) shape is a field that happens because it is limited by a contour (line) and or limited by the existence of different color or by shading or dark light of a texture. Shape has a change in the form; stylization, distortion and transformation.

c. Space

Kusmiati (1999 in Sitepu, 2004) states that space occurred because the perception about the depth so that far - near and high - low are looked

through the sense of sight. With the existence of space, it is hoped that the readers will not feel tired reading long text.

d. Texture

Texture is the visual element that shows a sense of surface material (material) which is intentionally created and presented in the order to attain such a form. Moreover, Kusmiati (1999 in Sitepu, 2004) states that texture is the characteristic and the physical quality of the surface of a material, such as rough, shiny, and dull.

e. Color

According to Russel and Verril (1986 in Sitepu, 2004), color is a tool to attract the attention of audience. In applying color in a design, you can refer to the color wheel. To produce harmonious colors, use colors that are close to one another and each color has their own meaning. According to Walker (1980 in Sitepu, 2004), the use of color is based on some reasons. First, the suppression is applied for words or other elements in order to make them more conspicuous. The second is contrast. With contrasting background, it is expected that the script will be more readable. The identification is also becoming the reason of color using. Special colors are often used to identify a logo. The next is appearance. Colored pages would become more attractive than black and white pages. The last is effect. The use of color is also aimed to show the visual effects of the object or the other.

Furthermore, Arsyad (2008) claims that in designing a printed text product, there are six elements that need to be considered including consistency, format, organization, attractiveness, font sizes, and the use of space.

a. Consistency

The format of the spacing must be consistent. The spacing formats that are not consistent are considered bad and messy.

b. Format

If a long paragraph is often used, it can be formed in one column. On the other hand, if a short paragraph is used, two columns would be more appropriate.

c. Organization

If the text arranged neatly, the information is easily obtained. Boxes can also be used to separate parts of the text.

d. Attractiveness

The different introduction of each new chapter or section is aimed to motivate readers to keep reading.

e. Font size

The size of letters is usually in points per inch. Font size that is good for text is 12 points. The using of capital letters for the entire text can make readers difficult to read.

f. Empty Space (Space)

The use of empty spaces that do not contain any text or image can increase the contrast. It is important to give the reader an opportunity to break at certain points. The empty space includes the space around title. Margin is also included in empty space. Wide borders can force the readers' attention to get into the middle of the page. Empty spaces can also be the spaces between columns and the indentation of the beginning of the paragraph. The adjustment of the space between lines and paragraphs can improve the visual and readability level.

2.2.4 Booklet Binding Method

Because booklets have more than one sheet of paper, the sheets need to be bound together. There are more than one binding techniques depending on the amount of papers and how professional the client needs the booklets to look (Empire Creative Marketing, 2015). According to Hart (2014), the binding option will affect the entire layout and also determine the overall the booklets. The following are the binding methods based on Hart (2014)

a. Saddle-stitch (Stapling)

Saddle-stitched binding is the most common option finding. It is also cost-effective form of booklet binding. The sheets are folded and gathered together one inside the other and then stapled through the fold line. Moreover, saddle stitching is best for smaller booklets with not less than 100 pages.

b. Coil Binding

Coil binding creates holes along the left edge of a booklet's pages and inserting a metal coil through the holes. This binding method can be used for many kinds of sizes and page counts. Coil binding also accommodates flat pages for users.

c. Perfect bound

Perfect bound is the binding technique used for most books, and is also known as adding a "spine" (Empire Creative Marketing, 2015). The pages and cover are glued and the other three sides of the booklet are trimmed to give them perfect edges. The perfect binding method often has heavier covers than interior pages. It is aimed to provide durability and improve appearance. This binding method is usually used for novels, annual business reports, manuals, catalogs and thicker product brochures. Unlike saddle stitching, perfect binding allows for an unlimited number of pages because the spine can be adjusted to fit. However, perfect binding does not provide flat pages like coil binding so there must be little extra space around the center margins that the text will not be lose to the center fold.